BASIC MENTHOL PLAN

TACTICS

1) FULL FLAVOR MENTHOL SBO - B1G1F (OCTOBER - MARCH)

- STRONG AND POTENTIAL FULL FLAVOR MENTHOL MARKETS
- 75,000 20 DEAL DISPLAYS (1.5 MILLION DEALS)

2) FULL FLAVOR MENTHOL SBO - FREE LIGHTER WITH PACK PURCHASE (OCTOBER - MARCH)

- STRONG AND POTENTIAL FULL FLAVOR MENTHOL MARKETS
- 60,000 20 DEAL DISPLAYS (1.2 MILLION DEALS)

3) OFFER BALANCE OF LIGHTS MENTHOL PRODUCT PROMOTIONS IN COLD STORAGE TO STRONG AND POTENTIAL LIGHTS MENTHOL MARKETS. (OCTOBER - JANUARY)

4) MENTHOL POS KIT - TO INCLUDE GRAVITY FEED DISPLAY WITH PAYMENT TO NON-RETAIL MASTERS STORES

5) MENTHOL DIRECT MAIL - TO NEWPORT, KOOL, AND SALEM, SMOKERS (JANUARY)

6) MENTHOL SPECIFIC OOH ADVERTISING - CHANGE CORPORATE POOL EXECUTIONS IN SELECT MENTHOL FULL FLAVOR MARKETS:

NEW YORK	PHILIDELPHIA	DETROIT
BOSTON	BALTIMORE	WASHINGTON

(1) What product or deal you have for this?

(2) I thought of as we talked about doing some more B2G1F (and the money for that was going to come from Dec. pack promo)

What if some body doesn't take Gravity Feed display?

When (what month?)

2060180954

Source: https://www.industrydocuments.ucsf.edu/docs/gmby0004